

Essential Tips From Social Media Trendsetters



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Grow Your Business



Menzie@ContemporaryMusicCenter.com



Trendy

THE SWEET SPOT IN ANY PRESENTATION
THAT EVOKES

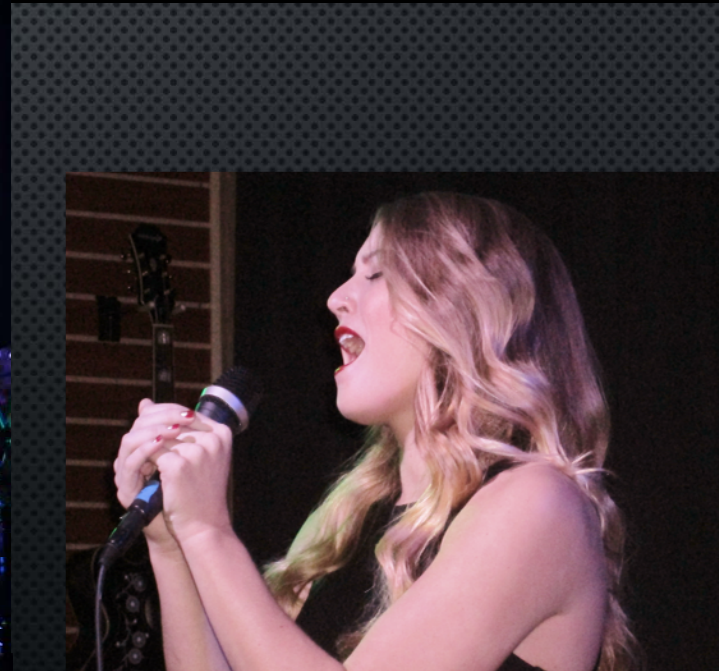
**TRUST, CONFIDENCE,
ACTION,
AND HELPS DEFINE
YOUR BRAND**



The Social Media **Trendsetters** Are Who You Think They Are **BUT....**



In Your Business
the Social Media **Trendsetters** are
Your Teen Customers...



Teens Enjoy an Experience,





**Then
Share It
With the
World**

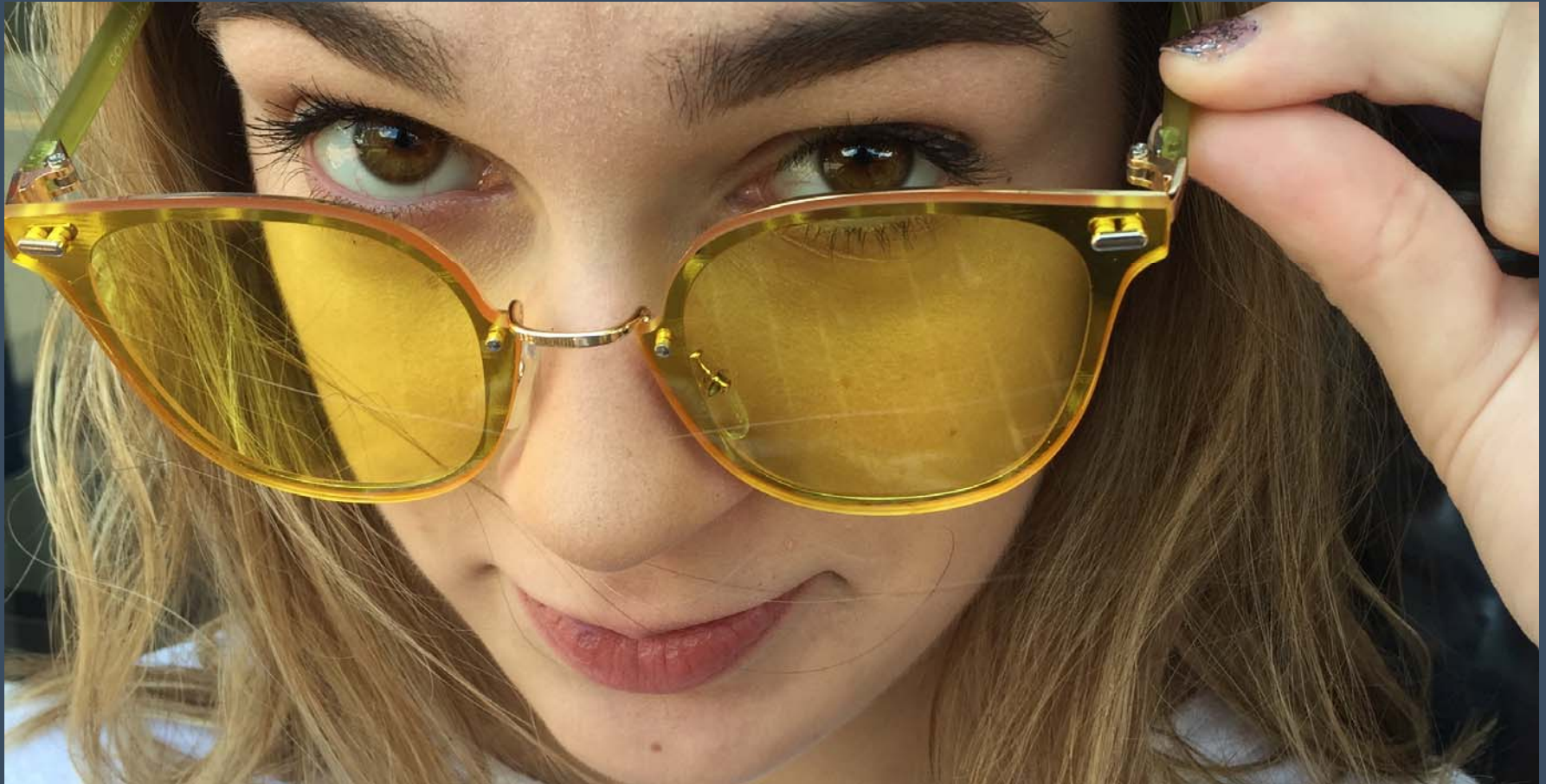
**A Powerful
Endorsement !**

Understanding A Teen's "Why"

- Teens respond to clever posts ~
Response is a sign of respect.
- Teens want recognition ~
Recognition is approval
and they feel included.
- Teens embrace humor ~
It's their break from reality.
- Millennials want to be first ~
It is a very competitive culture.



Millennials See Things You Don't See.





Liked by rileyyhanna, krystian_j and 1,327 others

ringotheretriever i was biting a lot today so my sister made me go to church 🙄🙄

⋮

1327 Interactions

They See Content in Places Others Overlook.

Why the Dots?

-
-
-
-

#nocompetition with the tagline

Millennials Emulate Tomorrow's Stars ~ Today



AMANDA SHIRES

TOUR

MUSIC

PHOTOS

SOCIAL

CONTACT

SHOP



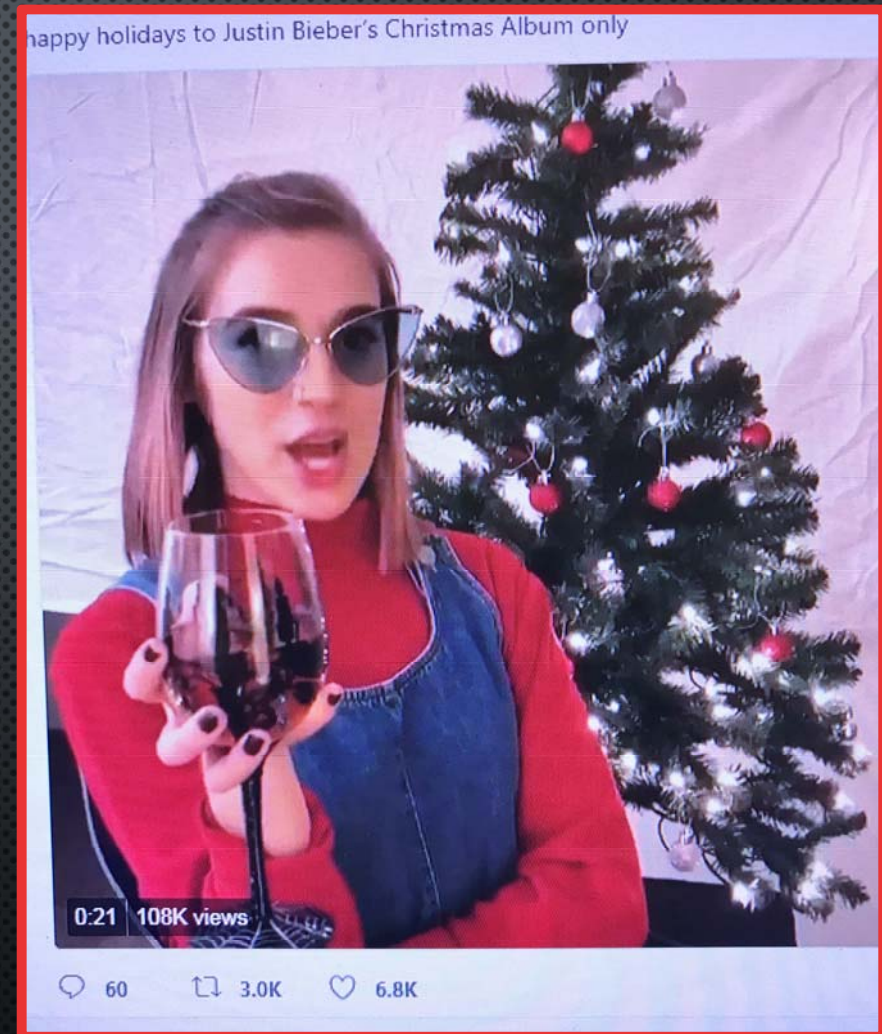
Smart
Talented
Edgy
Traditional
Retro, yet
Forward-
Looking

TEENS Steal Style From the Best !



And Style Points Matter Teens Respond to Clever Posts

- **In Three Days**
- **108 K views**
- **3000 retweets**
- **6.8K likes**



Teens & Millennials Connect to Emotion



contemporarymusic
Events@4410

Liked by summer.mp3, krystian_j and 51 others

contemporarymusic Since I'm Ringo, I guess I sign here.....but I'm a tad concerned cuz I've heard the tales... right Jerry @contemporarymusic @4410events

View all 2 comments

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Contemporary Music Center

Liked by spirited_brit, summer.mp3 and 64 others

contemporarymusic Getting my kit ready for Havmarket Dav... looks oood so far.



Millennials Understand the Power of “Pin Action” & the Value in Reposting of Music Industry Happenings

Fast
Reposting
Shows You're
“In the Know”

VANITY FAIR

VANITIES

CELEBRITY FASHION BEAUTY ROYALS

RUMOR HAS IT

Did Adele Really Break Her Grammy in Half for Beyoncé?

A genuine accident led to a rumor that many people really, really wanted to believe.

by JOANNA ROBINSON
FEBRUARY 13, 2017 2:45 AM

adele @adoringadele Follow

ADELE BROKE HER ALBUM OF THE YEAR GRAMMY IN HALF TO GIVE PART OF IT TO BEYONCÉ. I LOVE HER SO MUCH #GRAMMYS 🏆



9:13 PM - 12 Feb 2017

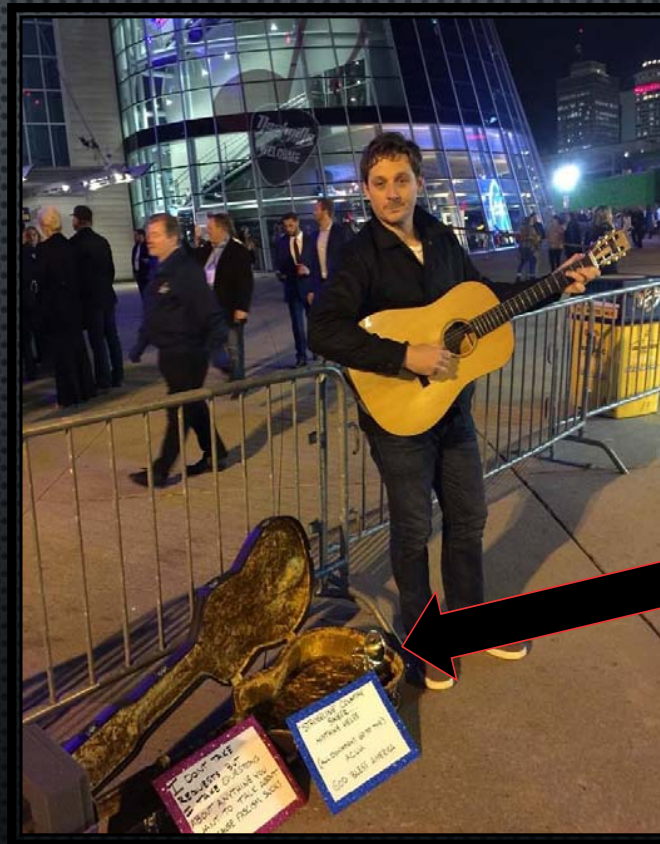
3,450 Retweets 5,395 Likes

20 3.5K 5.4K

Social Media Trendsetters Like Sturgill Simpson Post with Intention.

Reposting

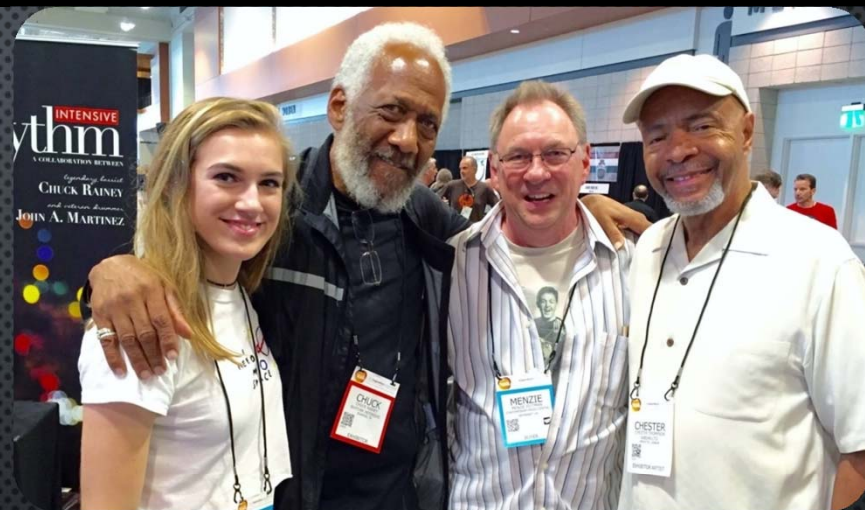
Shows you
are
Team
"Struggling
Artist"



★ Not Invited to Perform at the CMA's

★ Grammy Winner Voted Best Country Artist

Carter Vintage Guitars Understands “Pin Action” and the Need to Create It.



Your Customers
Always Want to
Share in Your
Special Moments

Everyone Loves
to Laugh, so You Always
Win with Silly Posts



Lightning Round





Study Photographers

It's Not the
Camera; It's the
Content that
Matters



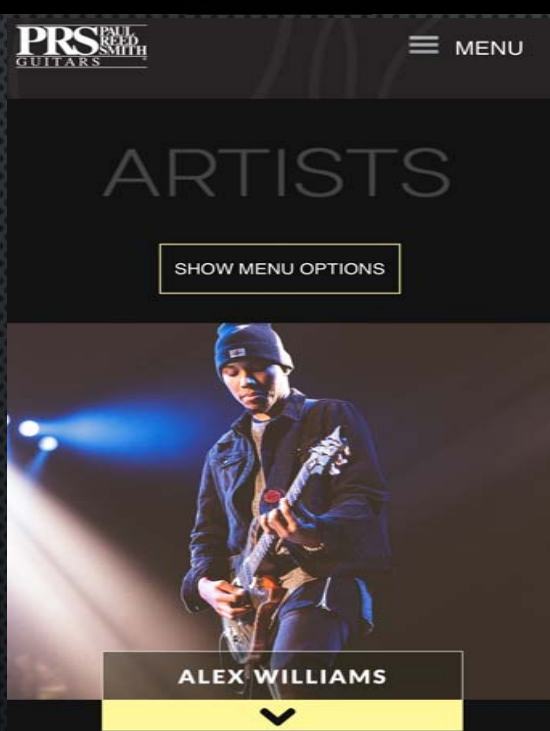
**Taglines:
Think like
Lucille Ball**

You Will Never Miss with PASSION.



Pete Gamber is Always Relevant and On Top of Trends

PRS Featured Post



Keep Your Own News Front & Center



Tommy
Harden



Michael
League

On Tour with Bishop Briggs



Nik
Hughes

Differentiate Your Store's Experience



Be Consistent with Your Message



**Nothing is More
Infectious
Than Fun**



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